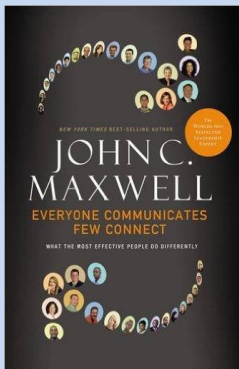




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# Everyone Communicates, Few Connect

## John C. Maxwell



### Why read this book?

Amazon summary – *Everyone Communicates, Few Connect*:

Only one thing stands between you and success. It isn't experience. It isn't talent. World-renowned leadership expert John C. Maxwell says if you want to succeed, you must learn how to connect with people. And while it may seem like some folks are just born with it, the fact is anyone can learn how to make every communication an opportunity for a powerful connection. In *Everyone Communicates, Few Connect*, Maxwell shares the Five Principles and Five Practices to develop the crucial skill of connecting.

## 3 Questions People Are Asking About You

### 1. Do you care for me?"

- “If you would win a man to your cause, first convince him that you are his sincere friend.” -Lincoln

### 2. Can you help me?

### 3. Can I trust you?

## Connector Questions

1. Ask, “Do I Feel What You Feel?” Before asking, “Do You feel What I Feel?”
2. Ask, “Do I See What You See?” Before asking, “Do You See What I See?”
3. Ask, “Do I Know What You Know?” Before asking, “Do You Know What I Know?”
4. Ask, “Do I Know What You Want?” Before asking, “Do You Know What I Want?”

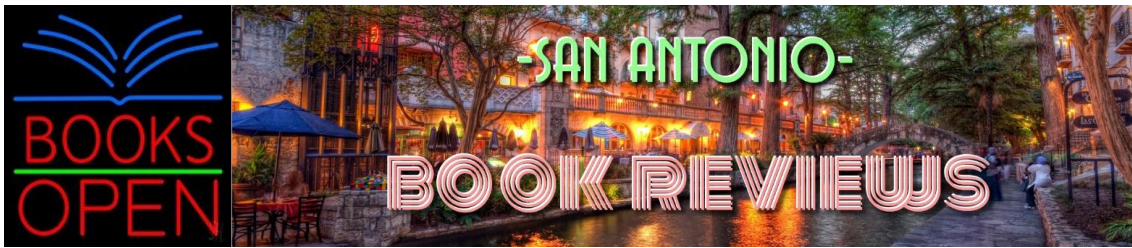
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Blue Sky Leadership Consulting works with organizations to leverage Strategic Thinking and Execution Planning and we encompass many of the principles in these books into our Four Decisions™ methodology and development of company's One Page Strategic Plans. Whatever system you decide to use, understand them fully, implement them slowly and completely and maintain the discipline and rhythm necessary to see concrete results. Employees tire of “Flavor of the Month” and thrive on organizational alignment, execution of plans and achievements that garner a sense of accomplishment.



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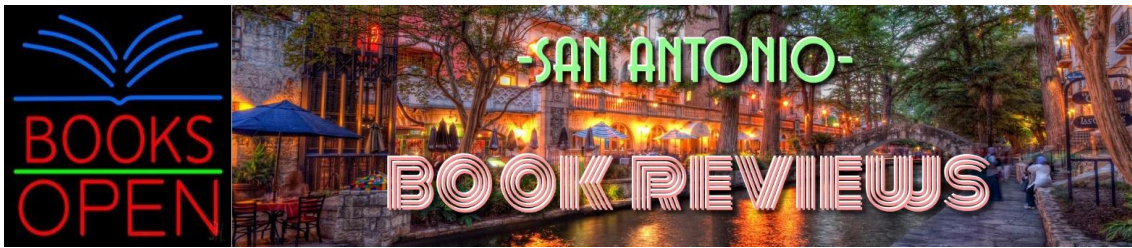
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## 5 Proactive Ways to Use Energy for Connecting

1. Go first- connecting requires initiative
2. Prepare- connecting requires clarity
  - a. Personally- to add value
  - b. Know your audience
  - c. Professionally- know your stuff
3. Slow down- connecting requires patience
4. Give – connecting requires selflessness
5. Recharge – connecting requires stamina

### *Connecting One-on-One*

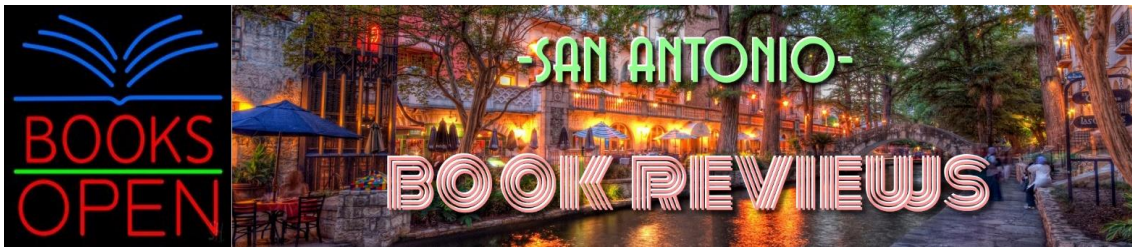
- Know what they value by being a good listener when you are with them.
- Find out why they value those things by asking questions.
- Share your own values that are similar to theirs.
- Build your relationship on those common values.
- Have interest in the person.
- Place value on that person.
- Put his or her interests ahead of your own.
- Express gratitude to and for that person.
- Keep it simple.
- Have a heart to serve.
- Show your values by words and action.
- Add value to others and always try to lift them up.
- Maintain a caring spirit.
- Have a believing attitude-people migrate to those who believe in them.



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### *Connecting in a Group*

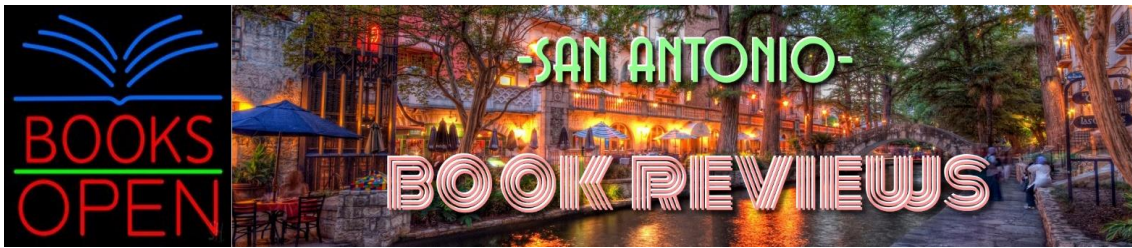
- Discover and identify the strength of each person.
- Acknowledge the value of each person's strength and potential contribution.
- Invite input and allow people to lead in their area of strength.
- Before the session begins, I go to each person and introduce myself.
- I ask each individual a question to discover something unique about him or her.
- I end our time together by asking people how I can help them be more successful.
- Show interest in each person in your group. Do this by asking each person questions.
- Place value on each person by pointing out his or her value to the others in the group.
- Express your gratitude to each person in front of others.
- Ask for feedback.
- Ask people in the group to share what they have learned.
- Ask the group to tell how they are going to pass what you've said on to others.
- Go first and lead by example.
- Only to ask them to do what you have done or are willing to do.
- Teach them to do what you have already done.
- Give credit for their accomplishments.
- Celebrate their success.



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## *Connecting with an Audience*

- Express your appreciation for them and the occasion as soon as you can.
- Do something special for them if you can, such as preparing unique content for them and letting them know that you have done so.
- See everyone in the audience as a “10”, expecting a great response from them.
- As you finish speaking, tell them how much you enjoyed them.
- **Confidence**, which comes from preparation, brings energy. **Passion**, which comes from conviction, brings energy. **Positivity**, which comes from believing in people, brings energy. The more energy you bring to the process, and the better you are at conveying energy to your audience, the better your chances of connecting with them.
- The larger the audience, the more energy you need to bring to your communication.
- Meet and greet audience members before you speak.
- You spent a lot of time preparing your talk because you value them, their purpose, and their time.
- Express gratitude to them and thank them for their time.
- FEEL: Try to sense what they feel and acknowledge and validate their feelings.
- FELT: Share with them that you have also felt the same way.
- FOUND: Share with them what you found that has helped you.
- FIND: Offer to help them find help for their lives.
- They should see that you enjoy being with them and want to help them.
- They should feel that you are their friend.
- They should feel that you are authentic and vulnerable—not perfect, but growing.
- They should feel you are conversing with them, not talking down to them.
- They should feel that you believe in them and they can believe in themselves.



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### *Tips:*

- Look for Common Ground
- More talk isn't the answer
- Connecting is all about others (get over yourself)
- Get off your agenda; try and understand who they are and what they want
- You must be the message you want to deliver
- "If your face is going to 'talk' for you anyway, you might as well have it communicate something positive."
- Connecting requires energy (they get out what you put in)
- Work to remember their name
- Try and make them feel special
- Go out of your way to spend extra time
- Share your mistakes
- Maintain/Develop a sense of humor
- Include others in your favorite things
- Be like a good tailor: every time he sees a client, he takes new measurements
- Listen your way to common ground
- Be curious about everything
- People like who like them
- Keep things simple
- Share relevant stories
- Be the type of person with whom you want to connect
- Uplift and inspire
- Show your conviction, credibility, and character

### *Actions to Connect*

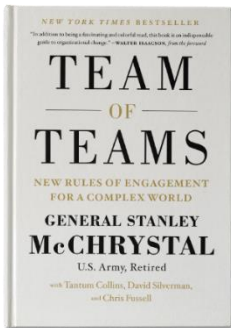
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<i>Calendar of Events</i>		
July 22 <sup>nd</sup>	8:00 AM – Wittigs	Everyone Communicates, Few Connect – John Maxwell
August 26 <sup>th</sup>	8:00 AM – Wittigs	Team of Teams – Gen McChrystal
September 23 <sup>rd</sup>	8:00 AM – Wittigs	Triggers – Marshall Goldsmith
October 28 <sup>th</sup>	8:00 AM – Wittigs	The Alchemist – Paulo Coelho
November 18 <sup>th</sup>	8:00 AM – Wittigs	
December 16 <sup>th</sup>	8:00 AM – Wittigs	

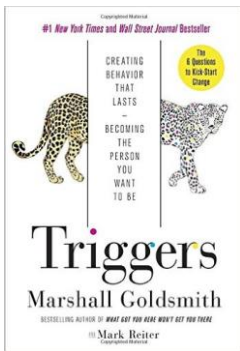
**Friday August 26<sup>th</sup>**



**“The lessons and concepts outlined in *Team of Teams* provide a valuable blueprint for leadership across any industry or domain. The principles of classical leadership struggle to deal with today’s pace of change, free-flow of information, and the entrepreneurial spirit of the digital generation. *Team of Teams* harnesses these new realities as assets, providing a leadership framework to produce the inclusiveness and adaptability of a fast-moving start-up, at the scale of any size organization.”**

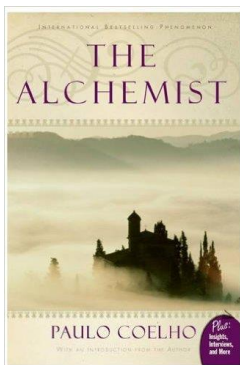
**—Brad Smith, president and CEO, Intuit**

**Friday September 23<sup>rd</sup>**



In *Triggers* Goldsmith shows how we can overcome the trigger points in our lives, and enact meaningful and lasting change. Change, no matter how urgent and clear the need, is hard. Knowing what to do does not ensure that we will actually do it. We are superior planners, says Goldsmith, but become inferior doers as our environment exerts its influence through the course of our day. We forget our intentions. We become tired, even depleted, and allow our discipline to drain down like water in a leaky bucket. In *Triggers*, Goldsmith offers a simple “magic bullet” solution in the form of daily self-monitoring, hinging around what he calls “active” questions. These are questions that measure our effort, not our results. There’s a difference between achieving and trying; we can’t always achieve a desired result, but anyone can try. Goldsmith details the six “engaging questions” that can help us take responsibility for our efforts to improve and help us recognize when we fall short. (Amazon review)

**Friday October 28<sup>th</sup>**



**Amazon summary – *The Alchemist*:**

**The Alchemist by Paulo Coelho continues to change the lives of its readers forever. With more than two million copies sold around the world, *The Alchemist* has established itself as a modern classic, universally admired.**

**Paulo Coelho's masterpiece tells the magical story of Santiago, an Andalusian shepherd boy who yearns to travel in search of a worldly treasure as extravagant as any ever found. The story of the treasures Santiago finds along the way teaches us, as only a few stories can, about the essential wisdom of listening to our hearts, learning to read the omens strewn along life's path, and, above all, following our dreams.**